



# ORDER

Flight Dates **10/30/12-11/05/12**

Contract / Revision      **315554 /**  
Original Date / Revision  
                          10/22/12    10/22/12  
Advertiser **Carmona / Democrat / US Se**

Product  
**Carmona for Arizona**  
Agency Com    15%  
Billing Contact  
**1010 Wisconsin Avenue - Suite #80**  
**Washington, DC 20007**

Agency    **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80**  
**Washington, DC 20007**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref    2

Order Sep            00:20:00  
Estimate #           **2146**  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A25-54  
Rev Codes          POL           POL           CAND  
Product Codes    PL  
Priority               P-1  
Advertiser Ref

Primary Account Executive  
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 20%    Market Value 138125

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	27625
KPNX	20%	27625
KPPX	%	0
KSAZ	20%	27625
KTVK	20%	27625
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	19	\$23,481.25	\$27,625.00	0.00	10/29/12	11/05/12	19	\$23,481.25	\$27,625.00
<b>Totals</b>	<b>19</b>	<b>\$23,481.25</b>	<b>\$27,625.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KNXV	10/30/12	11/02/12	M-F 5-6am M-F 5-6am	CM	5am-6am	- TWTF - -	:30	2	\$75.00	P-6	0.00 NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- TWTF - -	2		\$75.00		0.00					
E 2	KNXV	10/30/12	11/02/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	2	\$150.00	P-6	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- TWTF - -	2		\$150.00		0.00					
E 3	KNXV	10/30/12	11/02/12		CM	7am-9am	- TWTF - -	:30	2	\$150.00	P-6	0.00 NM	2	\$300.00



## Hiatus Dates

Order Sep 00:20:00

Estimate # **2146**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 7-9am												
				M-F 7-9am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -		2				\$150.00		0.00				
E 5	KNXV	10/30/12	11/02/12	M-F 430-5am	CM	430-5am	- TWTF - -	:30	2	\$25.00	P-6	0.00	NM	2	\$50.00	
				M-F 430am News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -		2				\$25.00		0.00				
E 6	KNXV	11/04/12	11/04/12	Su GMA	CM	6am-7am	- - - - - S	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00	
				Su 6-7am Good Morning ,												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- - - - - S		1				\$225.00		0.00				
E 7	KNXV	10/30/12	11/02/12	M-F 12pm-1pm	CM	12pm-1pm	- TWTF - -	:30	1	\$500.00	FX	0.00	NM	1	\$500.00	
				The Chew												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -		1				\$500.00		0.00				
E 8	KNXV	10/30/12	11/02/12	M-F 1pm-2pm	CM	1pm-2pm	- TWTF - -	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00	
				Right This Minute												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -		1				\$150.00		0.00				
E 9	KNXV	10/30/12	11/02/12	M-F 3pm-4pm	CM	3pm-4pm	- TWTF - -	:30	1	\$300.00	P-6	0.00	NM	1	\$300.00	
				Katie												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -		1				\$300.00		0.00				
E 10	KNXV	10/30/12	11/02/12	M-F 430pm-5pm	CM	430pm-5pm	- TWTF - -	:30	1	\$750.00	FX	0.00	NM	1	\$750.00	
				M-F 430pm-5pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -		1				\$750.00		0.00				
E 11	KNXV	11/05/12	11/05/12	Monday 7-9pm	CM	7pm-9pm	M- - - - -	:30	1	\$5,500.00	P-6	0.00	NM	1	\$5,500.00	
				Monday Prime 7-9pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M- - - - -		1				\$5,500.00		0.00				
E 13	KNXV	11/03/12	11/03/12	NCAA Football Prime	CM	Various	- - - - - S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00	
				NCAA Football Prime												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- - - - - S-		1				\$3,000.00		0.00				
E 14	KNXV	11/04/12	11/04/12	Sunday Prime C	CM	8pm-9pm	- - - - - S	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00	
				Sunday Prime C												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- - - - - S		1				\$7,500.00		0.00				
E 16	KNXV	10/30/12	11/02/12	Jimmy Kimmel Live	CM	1102p-1206a / 103-	TWTF - -	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00	
				Jimmy Kimmel												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -		2				\$200.00		0.00				
N 17	KNXV	11/05/12	11/05/12	Monday Prime C	CM	9pm-10pm	M- - - - -	:30	1	\$8,500.00	P-2	0.00	NM	1	\$8,500.00	
				Monday Prime C												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M- - - - -		1				\$8,500.00		0.00				
														Totals	19	\$27,625.00